

ORDER



Orders
Order / Rev: 712175
Alt Order #: 06307729
Product Desc: JO HEALY AB. FOR CON
Estimate: 1278
Flight Dates: 09/13/12 - 09/17/12
Original Date / Rev: 09/07/12 / 09/07/12
Order Type: Political

WKYC

Primary AE: Maria Bellwood
Sales Office: T-DAL
Sales Region: NAT

Agency Name: Davis Group
Buying Contact:
Billing Contact:
 4201 Bee Caves Road., Suite C-101
 Austin, TX 78704

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Healy-Abrams/D/Congress
Demographic: A18-49
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	5	\$3,550.00	\$3,017.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$3,550.00	\$3,017.50	0.00
Totals	5	\$3,550.00	\$3,017.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Maria Bellwood			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	25%	\$3,550.00
Market	100%	\$14,200.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	25%	\$3,550.00
WJW	25%	\$3,550.00
WOIO	25%	\$3,550.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/13/12	09/13/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	---T---		1		\$800.00		0.00					
E 2	WKYC	09/17/12	09/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/17/12	09/23/12	M-----		1		\$800.00		0.00					
E 3	WKYC	09/15/12	09/15/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----S-		1		\$800.00		0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	09/13/12	09/13/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	---T---	1		\$450.00	0.00							
E 5	WKYC	09/14/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/10/12	09/16/12	----F--	1		\$700.00	0.00							
Totals													5	\$3,550.00	